

For Immediate Release

Media Contact: Matt Lauer, 202-683-3127

***MexicoToday* Speaks Exclusively with Gael García Bernal and Julia Lotkev of "The Loneliest Planet" at Morelia International Film Festival**

MEXICO CITY, November 14, 2011 – The following is being released today by Marca Pais – Imagen de México:

Crowds gathered in eager anticipation to greet Gael García Bernal upon arrival at the Morelia International Film Festival, which took place from October 15-23. The Mexican actor and director was a dominant force at the festival, presenting two films: "The Loneliest Planet," as well as his four-part documentary "The Invisibles," which he co-directed with Marc Silver. *MexicoToday* was in Morelia and nearby Pátzcuaro for the events, and spoke exclusively with both García Bernal and Julia Lotkev, director of The Loneliest Planet.

Lotkev spoke with *MexicoToday* from the red carpet of the film's showing, and talked about what she has enjoyed about Mexico, its culture and its cinema. "It's an amazing festival," she exclaimed. "Really exciting as a viewer, and fantastic to be here as a director."

After the movie's screening, Lotkev and García Bernal discussed The Loneliest Planet with *MexicoToday* and other journalists. Among other topics, the two expounded the differences between filmmaking in the U.S. and Mexico, as well as other parts of the world. García Bernal expressed his appreciation for cinema in Latin American countries, saying that he felt lucky for the significant government assistance channeled into filmmaking.

The two also discussed García Bernal's ever-evolving presence in Mexican cinema. After getting his start on soap operas, the actor went on to star in some of Mexico's most celebrated films, including "Y Tu Mamá También" and "El crimen del padre amaro." Throughout his career, he has continually diversified his roles and taken on new challenges.

"Gael is amazing," Lotkev told *MexicoToday*. "When you're working with him he's so humble. He's just an actor doing his work, amazingly." She went on to discuss his transformation as an actor, moving from youthful adolescent roles to more mature and multifaceted characters. She said that this evolution was a driving factor in why she sought him out to star in The Loneliest Planet. She explained that she was looking for someone similar to how she imagined the character – very comfortable with his masculinity, yet relaxed and sensitive at the same time.

The two went on to discuss various aspects of cinema, García Bernal's aspirations to continue directing – the side of filmmaking that he finds the most enjoyable, and what it was like filming in Georgia for The Loneliest Planet. García Bernal described the parallels between different cultures that he has witnessed through filming, noting that even in Georgia, which is so different than Mexico in many ways, they serve rice and beans for dinner.

Not only was García Bernal presenting two films at Morelia, but he was also being honored with the prestigious José Cuervo Award, given annually to an outstanding figure in Mexican cinema. *MexicoToday* had the opportunity to speak with him as he was presented with the award.

When asked what message about Mexico he most wanted to relay to people abroad, he said that he would encourage people to go and experience it for themselves. "I would tell them come to Mexico!" he concluded, "I know a lot of people that, thanks to the movie "Y Tu Mamá También," now take vacations on the coast of Oaxaca. That's the message that I would tell people: that you have to see it in person and experience it!"

Marca País - Imagen de México is an initiative to help promote a positive image of Mexico as a global business partner and an unrivaled tourist destination abroad.

|||||

This press release is being distributed by Qorvis Communications on behalf of Marca País -- Imagen de México. Additional information is available at the Department of Justice in Washington, D.C.

NSD/CES/REGISTRATION
UNIT

2011 NOV 14 PM 6:37